

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Amended) A process for distributing product entitlements in a retail store to shoppers who are members of the retail stores' frequent shopper program, comprising the steps of:

obtaining from the retail store frequent shopper program member data, including individual frequent shopper program member account numbers and product purchase histories of the individual frequent shopper program member account numbers comprising past product purchases, with or without a coupon, using the frequent shopper member account number at the retail store over a predetermined time period;

comparing the product purchase history of each member account number to a database of available product entitlements;

selecting available product entitlements to be associated with each member account number based on the comparison;

providing a dispenser within the retail store which is accessible to and activated by a frequent shopper program member by entering information identifying the member's frequent shopper member account number; and

communicating the previously selected entitlements for the frequent shopper member account number which activated the dispenser to the dispenser and printing the previously selected product entitlements for the frequent shopper program member.

2. (Previously Amended) The process of claim 1, including the step of sorting the captured data by frequent shopper member account number.

3. (Previously Amended) The process of claim 1, including the step of categorizing the product purchase history of each frequent shopper member account number into various product categories.

4. (Previously Amended) The process of claim 1, including the step of sending the selected entitlements to predetermined host system computers within individual retail stores.

5. (Original) The process of claim 1, wherein the printing step includes printing coupons representing the previously selected entitlements.

6. (Original) The process of claim 5, wherein the printed coupon includes product information, rebate information and a bar code thereon.

7. (Original) The process of claim 6, including the step of redeeming the product entitlements by matching the entitlements to universal product codes of purchased products scanned at a point-of-sale checkout stand.

8. (Original) The process of claim 7, wherein the redeeming step includes scanning the bar code on the printed coupon at the point-of-sale checkout.

9. (Previously Amended) The process of claim 1, wherein the printing step includes printing a list of the previously selected entitlements, including a list of products and rebate information for each listed product.

10. (Previously Cancelled)

11. (Previously Amended) The process of claim 9, wherein the printed list is organized in such a manner that the frequent shopper program member is led through the retail store from the dispenser to the point-of-sale checkout in a convenient manner.

12. (Previously Amended) The process of claim 9, wherein the printed coupons or list includes the aisle number on which each product subject to the list of product entitlements can be found.

13. (Previously Amended) The process of claim 9, wherein the list includes a bar code which identifies the frequent shopper program member account number.

14. (Previously Amended) The process of claim 9, including the step of relaying the previously selected list of entitlements sent to the dispenser to a retail store computer in order to allow the matching of the list of entitlements to products purchased at the point-of-sale checkout during redeeming step.

15. (Original) The process of claim 14, including the step of relaying the previously selected list of entitlements to the central retailer server.

16. (Original) The process of claim 1, including the step of periodically transferring frequent shopper program member transactional data from the retail store computer to the retail store's central server.

17. (Original) The process of claim 1, wherein the activating step includes the step of swiping a card bearing a magnetic strip containing the frequent shopper program member account number.

18. (Original) The process of claim 1, wherein the activating step includes the step of scanning a bar code containing the frequent shopper program member account number.

19. (Original) The process of claim 1, wherein the activating step includes the step of keying in a number which is associated with the frequent shopper program member account number.

20. (Previously Amended) A process for distributing product entitlements in a retail store to shoppers who are members of the retail stores' frequent shopper program, comprising the steps of:

obtaining from the retail store frequent shopper program member data, including individual frequent shopper program member account numbers and product purchase histories of the individual frequent shopper program member account numbers comprising past product purchases, with or without a coupon, using the frequent shopper member account number at the retail store over a predetermined time period;

sorting the frequent shopper program member data by frequent shopper member account number and categorizing the product purchase history of each frequent shopper member account number into various product categories;

comparing the product purchase history of each frequent shopper member account number to a database of available product entitlements;

selecting available product entitlements to be associated with each frequent shopper member account number based on the comparison;

providing a dispenser within the retail store which is accessible to and activated by a frequent shopper program member by entering information identifying the member's frequent shopper member account number; and

communicating the previously selected entitlements for the frequent shopper member account number which activated the dispenser to the dispenser and automatically printing the previously selected product entitlements for the frequent shipper member.

21. (Previously Amended) The process of claim 20, including the step of sending the selected entitlements to predetermined host system computers within individual retail stores.

22. (Original) The process of claim 20, wherein the printing step includes printing coupons representing the previously selected entitlements.

23. (Original) The process of claim 22, wherein the printed coupon includes product information, rebate information and a bar code thereon.

24. (Original) The process of claim 23, including the step of redeeming the product entitlements by matching the entitlements to universal product codes of purchased products scanned at a point-of-sale checkout stand.

25. (Original) The process of claim 24, wherein the redeeming step includes scanning the bar code on the printed coupon at the point-of-sale checkout.

26. (Previously Amended) The process of claim 20, wherein the printing step includes printing a list of the previously selected entitlements, including a list of products and rebate information for each listed product.

27. (Previously Cancelled)

28. (Previously Amended) The process of claim 26, wherein the printed list is organized in such a manner that the frequent shopper program member is led through the retail store from the dispenser to the point-of-sale checkout in a convenient manner.

29. (Previously Amended) The process of claim 28, wherein the printed list includes the aisle number on which each product subject to the list of product entitlements can be found.

30. (Previously Amended) The process of claim 27, wherein the list includes a bar code which identifies the frequent shopper program member account number.

31. (Previously Amended) The process of claim 27, including the step of relaying the previously selected list of entitlements sent to the dispenser to a

retail store computer in order to allow the matching of the list of entitlements to products purchased at the point-of-sale checkout during redeeming step.

32. (Original) The process of claim 31, including the step of relaying the previously selected list of entitlements to the central retailer server.

33. (Original) The process of claim 20, including the step of periodically transferring frequent shopper program member transactional data from the retail store computer to the retail store's central server.

34. (Original) The process of claim 20, wherein the activating step includes the step of swiping a card bearing a magnetic strip containing the frequent shopper program member account number.

35. (Original) The process of claim 20, wherein the activating step includes the step of scanning a bar code containing the frequent shopper program member account number.

36. (Original) The process of claim 20, wherein the activating step includes the step of keying in a number which is associated with the frequent shopper program member account number.

37. (Previously Amended) A process for distributing product entitlements in a retail store to shoppers who are members of the retail stores' frequent shopper program, comprising the steps of:

capturing frequent shopper program member data including individual member account numbers and related product purchase histories from a central server of the retail store using a computer network and transferring the captured data to a central host system database, wherein the product purchase histories of the individual frequent shopper program member account numbers comprise past product purchases, with or without a coupon, using the frequent shopper member account number at the retail store over a predetermined time period;

sorting the captured data by frequent shopper member account number and categorizing the product purchase history of each frequent shopper account number into various product categories;

comparing the product purchase history of each frequent shopper member account number to a database of available product entitlements;

selecting available product entitlements to be associated with each frequent shopper member account number based on the comparison;

sending the selected entitlements to a retail store host computer;

providing a dispenser within the retail store which is accessible to and activated by a frequent shopper program member by entering information identifying the member's frequent shopper member account number;

communicating the previously selected entitlements for the frequent shopper member account number which activated the dispenser to the dispenser and automatically printing the previously selected product entitlements;

redeeming the product entitlements by matching the entitlements to universal product codes of purchased products scanned at a point-of-sale checkout stand; and

periodically transferring frequent shopper program member transactional data from the retail store to the retail store's central server.

38. (Original) The process of claim 37, wherein the printing step includes printing coupons representing the previously selected entitlements.

39. (Original) The process of claim 38, wherein the printed coupon includes product information, rebate information and a bar code thereon.

40. (Original) The process of claim 39, wherein the redeeming step includes scanning the bar code on the printed coupon at the point-of-sale checkout.

41. (Previously Amended) The process of claim 37, wherein the printing step includes printing a list of the previously selected entitlements including a list of products and rebate information for each listed product.

42. (Previously Cancelled)

43. (Previously Amended) The process of claim 41, wherein the printed list is organized in such a manner that the frequent shopper program member is led through the retail store from the dispenser to the point-of-sale checkout in a convenient manner.

44. (Previously Amended) The process of claim 43, wherein the printed list includes the aisle number on which each product subject to the list of product entitlements can be found.

45. (Previously Amended) The process of claim 41, wherein the list includes a bar code which identifies the frequent shopper program member account number.

46. (Previously Amended) The process of claim 41, including the step of relaying the previously selected list of entitlements sent to the dispenser to a retail store computer in order to allow the matching of the list of entitlements to products purchased at the point-of-sale checkout during redeeming step.

47. (Original) The process of claim 37, wherein the activating step includes the step of swiping a card bearing a magnetic strip containing the frequent shopper program member account number.

48. (Original) The process of claim 37, wherein the activating step includes the step of scanning a bar code containing the frequent shopper program member account number.



49. (Original) The process of claim 37, wherein the activating step includes the step of keying in a number which is associated with the frequent shopper program member account number.

50. (Previously Amended) A process for distributing product entitlements in a retail store to shoppers who are members of the retail stores' frequent shopper program, comprising the steps of:

capturing frequent shopper program member data including individual member account numbers and related product purchase histories from a central server of the retail store using a computer network and transferring the captured data to a central host system database, wherein the product purchase histories of the individual frequent shopper program member account numbers comprise past product purchases, with or without a coupon, using the frequent shopper member account number at the retail store over a predetermined time period;

sorting the captured data by frequent shopper member account number and categorizing the product purchase history of each frequent shopper account number into various product categories;

comparing the product purchase history of each frequent shopper member account number to a database of available product entitlements;

selecting available product entitlements to be associated with each frequent shopper member account number based on the comparison;

sending the selected entitlements to a retail store host;

providing a dispenser within the retail store which is accessible to and activated by a frequent shopper program member by entering information identifying the member's frequent shopper member account number;

communicating the previously selected entitlements for the frequent shopper member account number which activated the dispenser to the dispenser and printing the previously selected product entitlements in the form of coupons; and

redeeming the product entitlements by matching the entitlements to universal product codes of purchased products scanned at a point-of-sale checkout stand.

51. (Original) The process of claim 50, wherein the printed coupon includes product information, rebate information and a bar code thereon.

52. (Original) The process of claim 51, wherein the redeeming step includes scanning the bar code on the printed coupon at the point-of-sale checkout.

53. (Original) The process of claim 50, including the step of periodically transferring frequent shopper program member transactional data from the retail store computer to the retail store's central server.

54. (Original) The process of claim 50, wherein the activating step includes the step of swiping a card bearing a magnetic strip containing the frequent shopper program member account number.

55. (Original) The process of claim 50, wherein the activating step includes the step of scanning a bar code containing the frequent shopper program member account number.

56. (Original) The process of claim 50, wherein the activating step includes the step of keying in a number which is associated with the frequent shopper program member account number.

57. (Previously Amended) A process for distributing product entitlements in a retail store to shoppers who are members of the retail stores' frequent shopper program, comprising the steps of:

capturing frequent shopper program member data including individual member account numbers and related product purchase histories from a central server of the retail store using a computer network and transferring the captured data to a central host system database, wherein the product purchase histories of the individual frequent shopper program member account numbers comprise past product purchases, with or without a coupon, using the frequent shopper member account number at the retail store over a predetermined time period;

sorting the captured data by frequent shopper member account number and categorizing the product purchase history of each frequent shopper account number into various product categories;

comparing the product purchase history of each frequent shopper member account number to a database of available product entitlements;

selecting a list of available product entitlements to be associated with each frequent shopper member account number based on the comparison;

sending the selected list of entitlements to a retail store host computer;

providing a dispenser within the retail store which is accessible to and activated by a frequent shopper program member by entering information identifying the member's frequent shopper member account number;

communicating the previously selected list of entitlements for the frequent shopper member account number which activated the dispenser to the dispenser and printing the previously selected product entitlements in the form of a list of products and rebate information for each listed product; and

redeeming the product entitlements by matching the entitlements to universal product codes of purchased products scanned at a point-of-sale checkout stand.

58. (Previously Cancelled)

59. (Previously Amended) The process of claim 57, wherein the printed list is organized in such a manner that the frequent shopper program member is led through the retail store from the dispenser to the point-of-sale checkout in a convenient manner.

60. (Previously Amended) The process of claim 59, wherein the printed list includes the aisle number on which each product subject to the list of product entitlements can be found.

61. (Previously Amended) The process of claim 57, wherein the list includes a bar code which identifies the frequent shopper program member account number.

62. (Previously Amended) The process of claim 57, including the step of relaying the previously selected list of entitlements sent to the dispenser to a retail store computer in order to allow the matching of the list of entitlements to products purchased at the point-of-sale checkout during redeeming step.

63. (Original) The process of claim 57, including the step of periodically transferring frequent shopper program member transactional data from the retail store computer to the retail store's central server.

64. (Original) The process of claim 57, wherein the activating step includes the step of swiping a card bearing a magnetic strip containing the frequent shopper program member account number.

65. (Original) The process of claim 57, wherein the activating step includes the step of scanning a bar code containing the frequent shopper program member account number.

66. (Original) The process of claim 57, wherein the activating step includes the step of keying in a number which is associated with the frequent shopper program member account number.